

## Proposal

### General Overview:

In conjunction with the YOUR ORGANIZATION program, Journey Stone Creations is proposing an environmental education and recycling awareness opportunity that will help to establish YOUR ORGANIZATION as a national recycling and environmentally conscious organization. In addition to this goal, it will also tie school children and their parents, teachers and communities into the recycling mentality.

A broad base of initial offerings is illustrated below, along with the benefits to YOUR ORGANIZATION, the target audiences of students/parents as well as teachers. The listed products will be tied into the national curriculum standards in order to make the products more attractive to both educational decision makers and parents.

Since today's students are more sophisticated than students of the past decade, the identification of Pre-k and Kindergarten through third grade was identified rather than the past standard fourth grade as a beginning place for the beginning of an environmental education program that explains changes in social behaviors. The products listed below will offer an opportunity for teachers to easily connect their students to recycling through stories and activities with inexpensive children's books printed on recycled paper available for students to bring home to their parents. The books will also be available for individual purchase through the existing mass marketing programs of Journey Stone Creations and will further promote YOUR ORGANIZATION. By using your existing logo and colors, your organization will be further enhanced.

A menu of selections is provided to you for your consideration along with the option of multiple languages for today's students and parents. The menu is a listing and example of what Journey Stone and its existing contractors can provide to you to help further your recycling program and brand awareness.

## Proposal Product suggestions

### Children's book(s)

The creation of a specialized book using a golden retriever dog as the main character furthers a message of environmental awareness as well as recycling will accomplish the following goals:

1. Promote recycling and recycling education through teacher involvement in preschool/kindergartens where the book can be used in circle reading sessions.
2. Offer schools and YOUR ORGANIZATION a chance to tie in parent participation by sending copies of the book home for parents to read to their children.
3. Create awareness for YOUR ORGANIZATION program through using the character and colors/similar design in the illustration of the book.
4. Offer schools and parents the chance to have the YOUR ORGANIZATION book align with national educational goals for literacy.

### Series of Three books

Three titles are more powerful than one. By spreading out the dissemination of three titles over three school years, the YOUR ORGANIZATION program could maintain interest in the recycling mentality through books and the goals listed above. The key to a successful social marketing program, especially one that encourages a behavior change is the last step – maintaining the behavior. By the production of three books and the three year dissemination program, YOUR ORGANIZATION could ensure that schools had an ongoing relationship with your organization and all of your resources. Parents could also build awareness and allegiance to the character, the process of recycling, and have additional story material to read to their children on the subject of recycling.

### Educational Compendium for Grades preK-5

In addition to the creation of a YOUR ORGANIZATION book(s) on recycling, a compendium of materials for grades preK-5 is suggested for use as a teacher resource. The development of five easy to assemble and conduct educational activities for each grade based upon national educational curriculum standards would be developed with an emphasis on:

1. Inexpensive, easy-to-reproduce educational activities for each age-group
2. Activities based upon furthering the YOUR ORGANIZATION message
3. Design standards based upon the drawn character and colors
4. At least one take-home activity for teachers to send with children for parent involvement. (I.e.: one activity might be the weighing of a week's worth of recycled paper to go to the paper retriever, with a graph and totals for a month of recycling, teaching the student math skills.)

The compendium could be printed and copied for use in YOUR ORGANIZATION Teacher Kits, while also available online for use with all schools interested in

recycling, which would clearly list YOUR ORGANIZATION and your recycling commitment.

#### Educational compendium for middle and high school

In a focus to create an ongoing educational resource program for your organization, a similar compendium could be developed for middle and high schools. These activities would be more sophisticated, while continuing to adhere to the national standards for grade-specific curriculum goals. The dissemination of printed copies and online would also be available.

#### Character

In conjunction with the development of the book, small plush characters could be available for use in contests, as give-aways or for use in charitable causes. A golden retriever dog as the main character, similar to the size of a Beanie Baby, could be developed and co-marketed with the books.

#### Calendar Contest Program

One additional educational program that could benefit your organization is the development and implementation of a national Calendar Contest, where students using the book concepts could create artwork for judging based upon a recycling theme. The winning artworks would be compiled into a monthly calendar. A special category for special needs would be well received by the special needs community. The calendars could be sent to winners, participating schools and communities. Environmental messages as well as special dates such as Earth Day could be listed on each calendar. The calendar contest would be advertised through participating schools science and art departments, allowing two activities to be addresses in one project. Students would participate and spend time on the program if medium sized prizes were offered such as a bicycle to enjoy the outdoors, or a scooter was offered.